

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE

**LOK SABHA**  
**UNSTARRED QUESTION NO. 1613**  
ANSWERED ON 13.02.2023

**AWARENESS AMONG YOUTH ABOUT CULTURE AND HERITAGE**

†1613. SHRI MALOOK NAGAR:

Will the Minister of Culture be pleased to state:

- (a) the steps taken by the Government to spread awareness about our culture and heritage among youth of the country;
- (b) whether the Government is aware that the youth are slowly attracted towards the unsocial elements because of the misuse of social media; and
- (c) if so, the steps taken/being taken by the Ministry in collaboration with Ministry of Education to include chapters from our rich culture and heritage in the school curriculum?

**ANSWER**

MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH EASTERN  
REGION  
(SHRI G. KISHAN REDDY)

(a) To protect, promote and preserve various forms of folk art, culture and heritage in the country, the Government of India has set up seven (7) Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. These ZCCs organize various cultural activities and programmes throughout the year all over the country on regular basis for which annual grant-in-aid is provided to them. Artists are engaged by ZCCs to showcase their talents in these cultural programmes/activities for which they are paid honorarium, DA/TA, boarding & lodging etc. Besides, all the seven ZCCs also implement a number of schemes viz. Award to Young Talented Artistes, Guru Shishya Parampara Scheme, Theatre Rejuvenation Scheme, Research & Documentation Scheme, Shilpgram Scheme, OCTAVE, J&K Festivals and National Cultural Exchange Programme (NCEP) to help artists.

To spread awareness about our culture and heritage among youth of the country, Ministry of Culture also organizes Rashtriya Sanskriti Mahotsavs (RSMs) through these ZCCs where a large number of artists from all over India are engaged to showcase their talents during these Mahotsavs. From 2015 onwards, twelve (12) RSMs have been organized by Ministry of Culture across the country. These ZCCs also organize a minimum number of 42 Regional Festivals every year for development of art and culture.

- (b) No such survey has been conducted by the Govt. in this regard.
- (c) Does not arise.

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